

**WHAT IS CLAIMED IS:**

1           1.       A method for obtaining approval of a mailing list campaign, comprising the  
2       steps of:  
3                   forwarding a proposed mailing list campaign sample to a list owner via a  
4       computer network;  
5                   determining if the list owner replies to the proposed mailing list campaign  
6       sample; and  
7                   implementing the mailing list campaign in accordance with the step of  
8       determining.

1           2.       The method of Claim 1, wherein the step of forwarding further comprises the  
2       step of forwarding the proposed mailing list campaign sample to the list owner via an  
3       Internet.

1           3.       The method of Claim 1, wherein the step of determining further comprises the  
2       steps of:  
3                   receiving a reply to the forwarded proposed mailing list campaign sample via  
4       the network;  
5                   determining if the list owner approved the proposed mailing list campaign.

1           4.     The method of Claim 3, wherein the step of implementing further comprises  
2     the steps of:

3                     if the list owner approved the mailing list campaign, beginning the approved  
4     mailing list campaign;

5                     if the list owner does not approve the mailing list campaign, canceling the  
6     mailing list campaign.

1           5.     The method of Claim 3, further including the step of forwarding a  
2     confirmation message to the list owner responsive to the reply.

1           6.     The method of Claim 1, wherein the step of implementing further comprises  
2     the step of if the list owner does not reply to the proposed mailing list campaign, canceling  
3     the mailing list campaign.

1           7.     A method for obtaining approval of a mailing list campaign, comprising the  
2 steps of:

3                   forwarding a first email to a list owner via an Internet including a proposed  
4 mailing list campaign sample;

5                   receiving a second email from the list owner via the Internet indicating  
6 approval or disapproval of the proposed mailing list campaign sample;

7                   determining if the list owner approved or disapproved the mailing list  
8 campaign sample responsive to the second email; and

9                   implementing the mailing list campaign according to the determination.

1           8.     The method of Claim 7, wherein the step of implementing further comprises  
2 the steps of:

3                   if the list owner approved the mailing list campaign, beginning the approved  
4 mailing list campaign;

5                   if the list owner does not approve the mailing list campaign, canceling the  
6 mailing list campaign.

1           9.     The method of Claim 7, further including the step of forwarding a  
2 confirmation message to the list owner responsive to the reply.

1           10.     The method of Claim 7, wherein the step of implementing further comprises  
2     the step of if the list owner does not reply to the proposed mailing list campaign canceling  
3     the mailing list campaign.

1           11.    An apparatus for obtaining approval of a mailing list campaign, comprising:  
2                   a server providing interconnection with a network;  
3                   a mailing campaign approval system associated with the server, said mailing  
4 campaign approval system configured to:  
5                   forward a proposed mailing list campaign sample to a list owner via a  
6 computer network;  
7                   determining if the list owner replies to the proposed mailing list  
8 campaign sample; and  
9                   implementing the mailing list campaign in accordance with the step of  
10 determining.

1           12.    The apparatus of Claim 11, wherein the mailing list campaign approval  
2 system is further configured to forward the proposed mailing list campaign to the list owner  
3 via an Internet.

1           13.    The method of Claim 11, wherein the wherein the mailing list campaign  
2 approval system is further configured to:  
3                   receive a reply to the forwarded proposed mailing list campaign sample via  
4 the network;  
5                   determine if the list owner approved the proposed mailing list campaign.

1           14.    The apparatus of Claim 13, wherein the mailing list campaign approval  
2   system is further configured to forward a confirmation message to the list owner responsive  
3   to the reply.

1           15.    The apparatus of Claim 11, wherein the mailing list campaign approval  
2   system is further configured to cancel the mailing list campaign if the list owner does not  
3   reply to the proposed mailing list campaign.

1           16.    The apparatus of Claim 11, wherein the mailing list campaign approval  
2   system is further configured to:

3                   if the list owner approved the mailing list campaign, begin the approved  
4   mailing list campaign;

5                   if the list owner does not approve the mailing list campaign, cancel the  
6   mailing list campaign.

1           17.    An apparatus for obtaining approval of a mailing list campaign, comprising:  
2                   a server providing interconnection with a network;  
3                   a mailing campaign approval system associated with the server, said mailing  
4 campaign approval system configured to:  
5                   forward a first email to a list owner via an Internet including a  
6 proposed mailing list campaign sample;  
7                   receive a second email from the list owner via the Internet indicating  
8 approval or disapproval of the proposed mailing list campaign sample;  
9                   determine if the list owner approved or disapproved the mailing list  
10 campaign sample responsive to the second email; and  
11                  implement the mailing list campaign according to the determination.

1           18.    The apparatus of Claim 17, wherein the mailing list campaign approval  
2 system is further configured to forward a confirmation message to the list owner responsive  
3 to the second email.

1           19.    The apparatus of Claim 17, wherein the mailing list campaign approval  
2 system is further configured to cancel the mailing list campaign if the list owner does not  
3 reply to the proposed mailing list campaign.

1           20.    The apparatus of Claim 17, wherein the mailing list campaign approval  
2   system is further configured to:  
3                   if the list owner approved the mailing list campaign, beginning the approved  
4   mailing list campaign;  
5                   if the list owner does not approve the mailing list campaign, canceling the  
6   mailing list campaign.